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## **Davies joins Bergmeyer in Boston as design practice leader**

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Christian Davies

Boston, MA Bergmeyer has brought on Christian Davies to the team as design practice leader. Davies' move signals another pivotal step in Bergmeyer's continued evolution, leveraging its unique positioning as a leader in physical space design for cutting-edge brands.

"We enthusiastically welcome Christian Davies to Bergmeyer and look forward to exploring our shared sense of purpose, passion, and spirit of inquiry," said Bergmeyer vice president Rachel Zsembery. "With an eye towards the future, through the integration of Christian into our team Bergmeyer continues to enhance our wide range of design services, including branding, graphics, architecture, interior design, and strategy across all our markets."

Davies brings 30+ years' experience as a creative leader, working with brands across the globe, from disruptive startups to the very top Fortune 500 contenders in retail, experiential, beauty, fashion, hospitality, technology, luxury, and more. His veteran status includes over 100 national and international design awards (15 of which earned top honors for Store of the Year Awards), including a five-time winner of design:retail's Retail Design Influencer as well as a coveted Retail Design Luminary award.

The timing for Davies crossing the divide back to agency side is no coincidence either. "There has never been a more exciting, more game changing time for physical spaces than the one we find ourselves in now, and the only threat to the brands building person to person human-centric experiences is that they don't seize upon this moment to reinvent themselves in ways that would never have been possible," said Davies. "From the very first conversation with Bergmeyer it was clear the spirit and energy of the whole firm was focused on this incredible opportunity, and it felt like a true meeting of the minds."

As a design practice leader for Bergmeyer, Davies will bring a thoughtful and provocative approach to leading and inspiring its teams, projects, and clients through purposeful brand identity exploration and the shaping of meaningful and memorable physical environments.

Prior to Bergmeyer, Davies served as managing director of the creative marketing group at Verizon, creative vice president of global design and innovation for Starbucks, executive creative director of the Americas at Fitch, and vice president/managing creative director at FRCH Design Worldwide

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